

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES**

<b>In re Application of:</b>	)	
	)	
<b>R. SHANE GREEN,</b>	)	
<b>EDIN SARACEVIC,</b>	)	<b>Examiner: JEFFREY R. SWEARINGEN</b>
<b>TARIK KURSPAHIC, AND</b>	)	
<b>MICHAEL D. SYLVESTER</b>	)	
	)	<b>Group Art Unit: 2145</b>
<b>Serial No.: 09/876,111</b>	)	
	)	
<b>Filing Date: June 8, 2001</b>	)	<b>Confirmation No.: 8526</b>
	)	
<b>For: SYSTEM, METHOD AND</b>	)	
<b>COMPUTER PROGRAM PRODUCT</b>	)	
<b>FOR A LOCATOR SERVICE</b>	)	

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**APPEAL BRIEF**

Dear Sir:

This Appeal Brief is submitted pursuant 37 C.F.R. § 41.37 and is filed in furtherance of the Notice of Appeal filed April 7, 2008.

## **I. Real Party in Interest**

The real party in interest is The Map Network Inc., the assignee of the subject application. The Map Network Inc. is a subsidiary of NAVTEQ Holdings B.V.

## **II. Related Appeals and Interferences**

Applicant is not aware of any related appeals, interferences, or judicial proceedings.

## **III. Status of Claims**

Claims 21-33, 35-39, and 41 are currently pending. Claims 1-20, 34, and 40 have been canceled. Claims 21-27, 29-33, 35, 36, 38, 39, and 41 stand rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,295,502 (“Hancock”). Claims 28 and 37 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Hancock in view of Official Notice. Claims 21-33, 35-39, and 41 are appealed.

## **IV. Status of Amendments**

No amendments were filed subsequent to the final rejection mailed January 8, 2008.

## **V. Summary of Claimed Subject Matter**

Applicants’ claims relate to a way of designating places, such as businesses or landmarks, with “location codes.” These location codes facilitate identifying and searching for such places using electronic devices, such as mobile phones and computers. Claims 21, 30, 35, 38, and 41 are independent claims. Claims 26, 27, 28, 31, and 37 are dependent claims.

Claim 21 is directed towards a method for providing information about points of interest. The method includes assigning a unique location code to each of a plurality of points of interest. (Page 5, paragraphs 0026, 0027; page 8, paragraphs 0044, 0045; page 11, paragraph 0070; page 12, paragraph 0073; page 13, paragraph 0075.) Each location code is comprised of a plurality of sub-strings of numbers, where each sub-string represents specific attributes of a represented point of interest. (Page 5, paragraph 0027; page 7, paragraphs 0038, 0041; Figure 3, reference number 302.)

A first sub-string indicates one of a plurality of geographic areas. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 304.) A second sub-string indicates one of a plurality of categories. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 306.) A third sub-string indicates one of a plurality of sub-categories of one of the plurality of categories. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 308.) A fourth sub-string uniquely indicates a point of interest of a type corresponding to one of the plurality of sub-categories of one of the plurality of categories located in one of the plurality of geographic areas. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 310.)

The method further includes entering a single location code into a device connected to a network. (Page 2, paragraph 0008; page 5, paragraph 0026; page 6, paragraphs 0032, 0033; page 8, paragraph 0045; page 10, paragraph 0061; page 11, paragraph 0069; Figure 4C, reference number 462.) The step of entering further comprises entering in sequence a number code corresponding to each of the sub-strings of which the location code is comprised, and entering a delineating character following entry of the number code corresponding to each of said sub-strings. (Page 7, paragraphs 0038, 0041; page 8, paragraphs 0042, 0043.) The method further includes receiving the location code at a locator server connected to the network (page 8,

paragraph 0042; page 9, paragraph 0050; page 11, paragraph 0069; Figure 4A, reference number 402); and using a locator database associated with the location server to retrieve information about the point of interest associated with the location code entered into the device (page 8, paragraph 0042; page 9, paragraph 0051; page 11, paragraph 0069; Figure 4A, reference number 404).

Claim 26 is directed towards a method for providing information about points of interest as recited in claim 21, further providing that at least one of the location codes includes a fifth sub-string, wherein the fifth sub-string indicates a specific travel club approval. (Page 7, paragraph 0039.)

Claim 27 is directed towards a method for providing information about points of interest as recited in claim 21, further providing that at least one of the location codes includes a fifth sub-string, wherein the fifth sub-string indicates acceptance of a particular form of payment. (Page 7, paragraph 0039.)

Claim 28 is directed towards a method for providing information about points of interest as recited in claim 21, further providing that the delineating character is an asterisk. (Page 7, paragraph 0038.)

Claim 30 is directed towards a location code system for referencing points of interest. The system includes a unique location code assigned to each of a plurality of points of interest. (Page 5, paragraphs 0026, 0027; page 8, paragraphs 0044, 0045; page 11, paragraph 0070; page 12, paragraph 0073; page 13, paragraph 0075.) Each location code comprises a plurality of sub-strings of numbers, where each sub-string represents specific attributes of a represented point of interest. (Page 5, paragraph 0027; page 7, paragraphs 0038, 0041; Figure 3, reference number 302.)

A first sub-string indicates one of a plurality of geographic areas. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 304.) A second sub-string indicates one of a plurality of categories. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 306.) A third sub-string indicates one of a plurality of sub-categories of one of said plurality of categories. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 308.) A fourth sub-string indicates a unique point of interest of a type corresponding to one of a plurality of sub-categories of one of said plurality of categories located in one of the plurality of geographic areas. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 310.)

The system also includes a locator database that associates each of the location codes with a corresponding point of interest (page 6, paragraph 0034; Figure 1, reference number 116); and a locator server associated with the locator database that receives a single entered location code and retrieves information about the corresponding point of interest from the locator database (page 6, paragraphs 0032, 0036; Figure 1, reference number 102; Figure 2, reference number 202).

Claim 31 is directed towards a location code system for referencing points of interest as recited in claim 30, further providing that at least one of the location codes includes a fifth sub-string, wherein the fifth sub-string indicates a specific travel club approval. (Page 7, paragraph 0039.)

Claim 35 is directed to a method of providing information about points of interest. The method includes receiving on a locator server connected to a network, a single location code that had been entered into a wireless device connected to the network. (Page 8, paragraph 0042; page 9, paragraph 0050; page 11, paragraph 0069; Figure 4A, reference number 402.) The method further includes accessing a locator database associated with the locator server to obtain

information about a point of interest associated with the location code that had been entered. (Page 8, paragraph 0042; page 9, paragraph 0051; page 11, paragraph 0069; Figure 4A, reference number 404.) The location code is comprised of a plurality of sub-strings of numbers, where each sub-string represents specific attributes of a represented point of interest. (Page 5, paragraph 0027; page 7, paragraphs 0038, 0041; Figure 3, reference number 302.)

A first sub-string indicates one of a plurality of geographic areas. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 304.) A second sub-string indicates one of a plurality of categories. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 306.) A third sub-string indicates one of a plurality of sub-categories of one of said plurality of categories. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 308.) A fourth sub-string uniquely indicates a point of interest of a type corresponding to one of the plurality of sub-categories of one of the plurality of categories located in one of the plurality of geographic areas. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 310.)

The method further includes providing the information about the point of interest associated with the location code that had been entered into the wireless device. (Page 8, paragraph 0042; page 11, paragraphs 0069-0070.)

Claim 37 is directed to a method of providing information about points of interest as recited in claim 35, further providing that the delineating character is an asterisk. (Page 7, paragraph 0038.)

Claim 38 is directed towards a method of providing information about points of interest. The method includes receiving on a locator server connected to a network, a single location code, part of which had been replaced by a wildcard. (Page 8, paragraphs 0042, 0043, 0046; page 9, paragraph 0050; page 11, paragraph 0069; Figure 4A, reference number 402.) The location code

had been entered into a wireless device connected to the network. (Page 6, paragraphs 0032-0033; page 8, paragraph 0045; page 14, paragraph 0078; Figure 5.)

The location code is comprised of a plurality of sub-strings of numbers. (Page 5, paragraph 0027; page 7, paragraphs 0038, 0041; Figure 3, reference number 302.) A first sub-string indicates one of a plurality of geographic areas. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 304.) A second sub-string indicates one of a plurality of categories. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 306.) A third sub-string indicates one of a plurality of sub-categories of one of said plurality of categories. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 308.) A fourth sub-string uniquely indicates a point of interest of a type corresponding to one of the plurality of sub-categories of one of the plurality of categories located in one of the plurality of geographic areas. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 310.)

The method further includes accessing a locator database associated with the locator server to obtain information about the points of interest that match the numbers of the sub-strings of the location code that had been entered (page 8, paragraph 0042; page 9, paragraph 0051; page 11, paragraph 0069; Figure 4A, reference number 404); and providing information about the points of interest that match the sub-strings of the location code that had been entered (page 8, paragraph 0042; page 11, paragraphs 0069-0070).

Claim 41 is directed towards a system for providing information about points of interest. The system includes a locator database that includes data about points of interest and data that associates a unique location code with each represented point of interest. (Page 6, paragraph 0034; Figure 1, reference number 116.) Each location code is comprised of a plurality of sub-

strings of numbers. (Page 5, paragraph 0027; page 7, paragraphs 0038, 0041; Figure 3, reference number 302.)

A first sub-string indicates one of a plurality of geographic areas. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 304.) A second sub-string indicates one of a plurality of categories. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 306.) A third sub-string indicates one of a plurality of sub-categories of one of said plurality of categories. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 308.) A fourth sub-string uniquely indicates a point of interest of a type corresponding to one of the plurality of sub-categories of one of the plurality of categories located in one of the plurality of geographic areas. (Page 7, paragraphs 0038, 0041; Figure 3, reference number 310.)

The system also includes a locator server that includes computer hardware and software operable to receive from a device connected to a network a single location code, part of which had been replaced by a wildcard. (Page 6, paragraphs 0032, 0036; page 8, paragraph 43; Figure 1, reference number 102; Figure 2, reference number 202.) The locator server is operable to query the locator database for information about the points of interest that match the sub-strings of numbers that had not been replaced by the wildcard in the location code received from the device over the network and provide the information about the points of interest to a user of the device. (Page 8, paragraphs 0042, 0043, 0046; page 9, paragraphs 0050-0051; page 11, paragraph 0069; Figure 4A, reference numbers 402, 404.)

## **VI. Grounds of Rejection to be Reviewed on Appeal**

At issue is whether Applicants' claims 21-27, 29-33, 35, 36, 38, 39, and 41 are anticipated under 35 U.S.C. § 102(e) by Hancock (U.S. Patent No. 6,295,502) and whether



Applicants' claims 28 and 37 are obvious under 35 U.S.C. § 103(a) over Hancock in view of Official Notice.

## VII. Argument

### 1. The Examiner Erred in Rejecting Claims 21-25, 29, 30, 32, 33, 35, 36, 38, 39, 41 as Being Anticipated by Hancock

Applicants' claims relate to a way of designating places, such as businesses or landmarks, with "location codes." These location codes facilitate identifying and searching for such places using electronic devices, such as mobile phones and computers. Applicants' location code includes both location and category information. (See, e.g., Applicants' Specification, page 5, paragraph 27.)

Each location code is comprised of at least four sub-strings. The first sub-string indicates one of a plurality of geographic areas; the second sub-string indicates one of a plurality of categories; the third sub-string indicates one of a plurality of sub-categories of one of the plurality of categories; and the fourth sub-string uniquely indicates a point of interest of a type corresponding to one of the plurality of sub-categories of one of the plurality of categories located in one of the plurality of geographic areas.

For example, the location code: 1\*3\*24\*5\* is the location code for Marcel Restaurant in Washington, D.C., where:

- first sub-string (geographic area) = 1: Washington D.C.;
- second sub-string (category) = 3: Restaurant Category;
- third sub-string (sub-category) = 24: French Restaurant Sub Category; and
- fourth sub-string (unique) = 5: Marcel's Unique Identifier among all French Restaurants in Washington D.C.

(See, Applicants' Specification, page 7, paragraph 41.) "By entering this number into a locator client ..., a user can immediately retrieve location information on Marcel Restaurant, including address, telephone, fax, email, web site address, reviews, menus, photographs, video recordings, live video feeds, sound recordings, etc." (Applicants' Specification, page 8, paragraph 42.) The user can also retrieve a listing of all French restaurants in Washington D.C. by entering the code 1\*3\*25\*. (Applicants' Specification, page 8, paragraph 43.)

Moreover, by using the claimed location code, a user can obtain information about the point of interest "in one step, without the need for browsing through layers of categories to get at the information on a particular POI." (Applicants' Specification, page 8, paragraph 45 (emphasis added).) Thus, the user "may quickly and efficiently access location information based on the location code." (Applicants' Specification, page 3, paragraph 11.)

Hancock describes two systems for specifying locations: a universal locational address (ULA) and a proprietary locational address (PLA). (Hancock, col. 5, lines 58-61.) "To determine the ULA of a point, a geographic area is divided into several districts." (Hancock, col. 5, lines 63-64.) Once a district has been selected, a grid system is used to create cells and sub-cells as needed to locate specific locations. (Hancock, col. 6, line 20 to col. 7, line 9.) "The locational address is formed by appending to the district name each sub-cell code in hierarchical progression, moving from lower resolution to more resolution." (Hancock, col. 7, lines 9-12.) For example, the code .US.GA.ALB.13.78.27.14 refers to a 9 meter area within Albany, Georgia. (Hancock, col. 14, lines 55-57.) Thus, all of the sub-strings of the ULA indicate only geographic areas, not categories, sub-categories, or points of interest of a type corresponding to a sub-category of a category.

Hancock's other system uses PLAs. "A PLA is a name chosen to identify a physical structure or location." (Hancock, col. 8, lines 59-60.) In the Office Action mailed January 8, 2008, the Examiner stated that Hancock's code US.CA.NWB.MAC2 corresponds to the substrings of Applicants' claimed location code as follows:

- US is a geographic area (United States);
- CA is a category (California);
- NWB is a sub-category (Newport Beach); and
- MAC2 is a point of interest (MacDonalds).

(Office Action mailed January 8, 2008, page 2.) However, like Hancock's ULA, this code does not include a category or a sub-category sub-string for a point of interest type.

"CA" in Hancock's code refers to a geographic location, not a point of interest category. Likewise, "NWB" in Hancock's code refers to a geographic location, not a point of interest sub-category. As a result, MAC2 does not indicate "a point of interest of a type corresponding to one of the plurality of sub-categories of one of the plurality of categories located in one of the plurality of geographic areas." While MAC2 indicates a business, this business is not of a type corresponding to Newport Beach, California. Newport Beach, California describes the location of the MacDonald's, not a type of point of interest corresponding to McDonalds (e.g., restaurant, fast food).

As described above, neither Hancock's ULA sub-strings nor Hancock's PLA sub-strings indicate one of a plurality of categories or one of a plurality of sub-categories of one of the plurality of categories – the second and third sub-strings – as claimed. Hancock also does not suggest using category and sub-category sub-strings in a location code. Instead, Hancock describes that "the user can formulate a complex database query by simply picking and choosing

among the menu items presented or the user may perform a simple database query by merely inputting one or more common terms.” (Hancock, col. 27, lines 63-67.) “[T]he user narrows the subsequent database search by simply selecting one or more appropriate features associated with the selected category.” (Hancock, col. 29, lines 34-36.) Thus, Hancock’s users need to browse through layers of categories; a process that can be avoided by entering Applicants’ single location code.

Because Hancock does not show or suggest a location code as claimed, the rejection of claims 21-25, 29, 30, 32, 33, 35, 36, 38, 39, and 41 should be reversed.

**2. The Examiner Erred in Rejecting Claims 26 and 31 as Being Anticipated by Hancock**

Claim 26 depends from claim 21. Claim 31 depends from claim 30. Accordingly, Applicants believe that Hancock does not anticipate claims 26 and 31 for at least the reasons described with respect to claims 21 and 30. Applicants also believe that Hancock does not anticipate claims 26 and 31 because Hancock does not show or suggest a location code that includes a fifth sub-string that indicates a specific travel-club approval. The Examiner cites to Hancock, col. 29, lines 28-53 for this teaching. (Office Action mailed January 8, 2008, page 4.) This section of Hancock, however, describes menu items that a user can select. As described above, Applicants avoid the need to browse through layers of categories with their claimed location code. (Applicants’ Specification, page 8, paragraph 45.) Moreover, travel-club approval is not even one of the selectable features Hancock describes.

Because Hancock does not show or suggest a location code as claimed in claims 26 and 31, these rejections should be reversed.

**3. The Examiner Erred in Rejecting Claim 27 as Being Anticipated by Hancock**

Claim 27 depends from claim 21. Accordingly, Applicants believe that Hancock does not anticipate claim 27 for at least the reasons described with respect to claim 21. Applicants also believe that Hancock does not anticipate claim 27 because Hancock does not show or suggest a location code that includes a fifth sub-string that indicates acceptance of a particular form of payment. The Examiner cites to Hancock, col. 29, line 32 for this teaching. (Office Action mailed January 8, 2008, page 4.) This line of Hancock, however, describes a menu item for credit cards that a user can select. As described above, Applicants avoid the need to browse through layers of categories with their claimed location code. (Applicants' Specification, page 8, paragraph 45.)

Because Hancock does not show or suggest a location code as claimed in claim 27, this rejection should be reversed.

**4. The Examiner Erred in Rejecting Claims 28 and 37 as Being Unpatentable over Hancock in View of Official Notice**

Claim 28 depends from claim 21 and claim 37 depends from claim 35. The Examiner stated that "Hancock failed to disclose the use of an asterisk," and used Official Notice for the teaching of an asterisk as found in claims 28 and 37. However, this Official Notice does not overcome the deficiencies of Hancock as described with respect to claims 21 and 35. Accordingly, Applicants submit that claims 28 and 37 are not obvious in light of the combination of Hancock and the Examiner's Official Notice.

Because the combination of Hancock and the Examiner's Official Notice does not show or suggest a location code as claimed in claims 28 and 37, these rejections should be reversed.

### **VIII. Conclusion**

Applicants have demonstrated that the rejections are in error as a matter of law. Applicants therefore request reversal of the rejections and allowance of all pending claims in this application.

Respectfully submitted,

Date: June 6, 2008

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## **CLAIMS APPENDIX**

1-20 (canceled)

21. (previously presented) A method for providing information about points of interest, the method comprising:

assigning a unique location code to each of a plurality of points of interest, wherein each location code is comprised of a plurality of sub-strings of numbers, wherein each sub-string represents specific attributes of a represented point of interest,

wherein a first of said sub-strings of which a location code is comprised indicates one of a plurality of geographic areas,

wherein a second of said sub-strings of which a location code is comprised indicates one of a plurality of categories,

wherein a third of said sub-strings of which a location code is comprised indicates one of a plurality of sub-categories of one of said plurality of categories,

wherein a fourth of said sub-strings of which a location code is comprised uniquely indicates a point of interest of a type corresponding to one of the plurality of sub-categories of one of the plurality of categories located in one of the plurality of geographic areas;

entering a single location code into a device connected to a network, wherein the step of entering further comprises:

entering in sequence a number code corresponding to each of the sub-strings of which the location code is comprised, and

entering a delineating character following entry of the number code corresponding to each of said sub-strings;  
receiving the location code at a locator server connected to the network; and  
using a locator database associated with the location server to retrieve information about the point of interest associated with the location code entered into the device.

22. (previously presented) The method of Claim 21 wherein the geographic areas indicated by the first of said sub-strings of which a location code is comprised include major urban areas.

23. (previously presented) The method of Claim 21 wherein the geographic areas indicated by the first of said sub-strings of which a location code is comprised include travel destinations worldwide.

24. (previously presented) The method of Claim 21 further comprising:  
routing the information retrieved about the point of interest back to the device that entered the location code along a communication channel, wherein the communication channel is selected depending on the type of the device.

25. (previously presented) The method of Claim 21 wherein the location code entered into the device is printed on a paper map and a user reads the paper map prior to entering the location code into the device.



26. (previously presented) The method of Claim 21 wherein at least one of the location codes includes a fifth sub-string, wherein the fifth sub-string indicates a specific travel club approval.

27. (previously presented) The method of Claim 21 wherein at least one of the location codes includes a fifth sub-string, wherein the fifth sub-string indicates acceptance of a particular form of payment.

28. (previously presented) The method of Claim 21 wherein the delineating character is an asterisk.

29. (previously presented) The method of Claim 21 wherein the points of interest include restaurants, hotels, museums, theaters, retail stores, businesses, parks, ATMs, public telephones, bus stops and monuments.

30. (previously presented) A location code system for referencing points of interest, the system comprising:

a unique location code assigned to each of a plurality of points of interest, wherein each location code comprises a plurality of sub-strings of numbers, wherein each sub-string represents specific attributes of a represented point of interest,

wherein a first of said sub-strings of which a location code is comprised indicates one of a plurality of geographic areas,

wherein a second of said sub-strings of which a location code is comprised indicates one of a plurality of categories,

wherein a third of said sub-strings of which a location code is comprised indicates one of a plurality of sub-categories of one of said plurality of categories, and

wherein a fourth of said sub-strings of which a location code is comprised indicates a unique point of interest of a type corresponding to one of a plurality of sub-categories of one of said plurality of categories located in one of the plurality of geographic areas;

a locator database that associates each of the location codes with a corresponding point of interest; and

a locator server associated with the locator database that receives a single entered location code and retrieves information about the corresponding point of interest from the locator database.

31. (previously presented) The system of Claim 30 wherein at least one of the location codes includes a fifth sub-string, wherein the fifth sub-string indicates a specific travel club approval.

32. (previously presented) The system of Claim 30 wherein said sub-strings are scalable.

33. (previously presented) The system of Claim 30 wherein each of said sub-strings includes at least one digit.

34. (canceled)

35. (previously presented) A method of providing information about points of interest, the method comprising:

receiving on a locator server connected to a network, a single location code that had been entered into a wireless device connected to the network;

accessing a locator database associated with the locator server to obtain information about a point of interest associated with the location code that had been entered,

wherein the location code is comprised of a plurality of sub-strings of numbers,

wherein each sub-string represents specific attributes of a represented point of interest,

wherein a first of said sub-strings of which a location code is comprised indicates one of a plurality of geographic areas,

wherein a second of said sub-strings of which a location code is comprised indicates one of a plurality of categories,

wherein a third of said sub-strings of which a location code is comprised indicates one of a plurality of sub-categories of one of said plurality of categories, and

wherein a fourth of said sub-strings of which a location code is comprised uniquely indicates a point of interest of a type corresponding to one of the plurality of sub-categories of one of the plurality of categories located in one of the plurality of geographic areas; and

providing the information about the point of interest associated with the location code that had been entered into the wireless device.

36. (previously presented) The method of Claim 35 wherein each sub-string that had been entered into the wireless device was followed by a delineating character.

37. (previously presented) The method of Claim 36 wherein the delineating character is an asterisk.

38. (previously presented) A method of providing information about points of interest, the method comprising:

receiving on a locator server connected to a network, a single location code, part of which had been replaced by a wildcard,

wherein the location code had been entered into a wireless device connected to the network,

wherein the location code is comprised of a plurality of sub-strings of numbers, wherein a first of said sub-strings of which a location code is comprised indicates one of a plurality of geographic areas, wherein a second of said sub-strings of which a location code is comprised indicates one of a plurality of categories, wherein a third of said sub-strings of which a location code is comprised indicates one of a plurality of sub-categories of one of said plurality of categories, and wherein a fourth of said sub-strings of which a location code is comprised uniquely indicates a point of interest of a type corresponding to one of the plurality of sub-categories of one of the plurality of categories located in one of the plurality of geographic areas,

accessing a locator database associated with the locator server to obtain information about the points of interest that match the numbers of the sub-strings of the location code that had been entered, and

providing information about the points of interest that match the sub-strings of the location code that had been entered.

39. (previously presented) The method of Claim 38 wherein each sub-string that had been entered into the wireless device was followed by a delineating character.

40. (canceled)

41. (previously presented) A system for providing information about points of interest, the system comprising:

a locator database that includes data about points of interest and data that associates a unique location code with each represented point of interest;

wherein each location code is comprised of a plurality of sub-strings of numbers, wherein a first of said sub-strings of which a location code is comprised indicates one of a plurality of geographic areas, wherein a second of said sub-strings of which a location code is comprised indicates one of a plurality of categories, wherein a third of said sub-strings of which a location code is comprised indicates one of a plurality of sub-categories of one of said plurality of categories, and wherein a fourth of said sub-strings of which a location code is comprised uniquely indicates a point of interest of a type corresponding

to one of the plurality of sub-categories of one of the plurality of categories located in one of the plurality of geographic areas; and

a locator server that includes computer hardware and software operable to receive from a device connected to a network a single location code, part of which had been replaced by a wildcard,

and further wherein the locator server is operable to query the locator database for information about the points of interest that match the sub-strings of numbers that had not been replaced by the wildcard in the location code received from the device over the network and provide the information about the points of interest to a user of the device.

## **EVIDENCE APPENDIX**

None.

**RELATED PROCEEDINGS APPENDIX**

None.